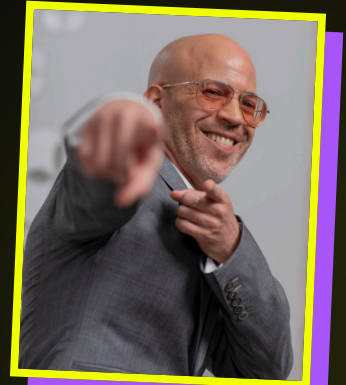


AN AI COMMUNICATION COACHING COMPANION

THE LIGHTNING BUG

Coaching that picks up where training leaves off — your practice partner in the corner before every conversation that counts, turning what people learn into lasting behavior and real ROI.



THE MOST EXPENSIVE PROBLEM

“Most performance problems are really communication problems — but communication never shows up on a P&L. So it’s the easiest thing to miss, and the most expensive to ignore.

Training ends. Support shouldn’t.”

THE ROI OF BETTER CONVERSATIONS

What communication is worth.

\$62M

Lost to poor communication, per 100k-person company every year

HARVARD BUSINESS REVIEW · SIS

23%

More profitable when teams communicate well

GALLUP

25%

Productivity gain — a full day back every week

MCKINSEY

\$359B

Lost to workplace conflict each year in the U.S.

CPP INC.

Real implementation looks like this: the client who rebooks, the higher average ticket, the hard talk that finally lands. We’ve watched professionals go from a \$300 consultation to a **\$2,000 day** — same hands, different conversation. One fixed conversation pays for the year.

WHAT IT IS

A coach in your corner, 24/7.

The Lightning Bug is an AI coaching companion built on **25 years of Yureesh Hooker's communication-mastery teaching**. It's less software, more sparring partner — you rehearse the hard moment with Bug *before* it happens and debrief *after*: the consultation, the team meeting, the hard feedback, the moment on stage. Every lesson turns into daily behavior you can measure.

THREE WAYS TO BRING IT IN

From individual to fully custom.

INDIVIDUAL & PRO

Bug

Yureesh's coaching and frameworks in every pocket, 24/7. Buy Bug and its intelligence for your people.

★ MOST CHOSEN

PREMIUM · TRAINED ON YOU

Bug for Teams

Bug trained on your systems, curriculum, and teams — coaching in your language and reinforcing what you teach.

ENTERPRISE · BESPOKE

Custom

A fully custom build around your brand, workflows, data, and goals — designed for how your organization actually works.

HOW IT WORKS

01

Learn

The frameworks that drive measurable business results.

02

Implement

One intentional communication behavior every day.

03

Support

Bug before and after real conversations and meetings.

04

Measure

Track results — revenue, engagement, accountability.



YOUR GUIDE

Yureesh Hooker has spent 25 years teaching communication mastery — behind the chair, on stage, and in leadership rooms. Educator, keynote speaker, and NYC creative, with his full 5 Stages of Communication